

Gerd Leonhard

Media Futurist and CEO at The Futures Agency

gleonhard@pobox.com

Summary

Gerd Leonhard (49) is a Futurist (with a focus on Media), Author, Keynote Speaker & Advisor. The WSJ calls Gerd one of the leading media futurists in the world. He is the Co-Author of the influential book 'The Future of Music', as well as the Author of 'Music2.0', 'The End of Control' and 'Friction is Fiction', see <http://stores.lulu.com/gleonhard> for more details.

Many videos of Gerd's talks are available at www.gerdtube.net (Blip.tv), his free iPhone / Android apps are at <http://gerd.fm/dyJIPN>

Gerd's background is in Music (he won the Quincy Jones Award in 1986 and is a graduate of Boston's Berklee College of Music), Technology and the Internet (former CEO of LicenseMusic Inc and Sonific.com).

Gerd's work focuses on the Future of Business, and on the converging sectors of music / content and technology, communications and culture. He is considered a leading expert on topics such as the future of media & content, (incl. broadcasting and the future of TV & Radio), eBooks, Web2.0, social media, online communities and UGC, copyright and IPR, the digital content economy, convergence, globalization and other media-related mega-trends, mobility & mobile entertainment, the future of advertising, branding, marketing and PR, and digital privacy. Gerd's keynotes, talks, videos and think-tank appearances are renowned for his hard-hitting, provocative yet inspiring and motivational style.

With over 500 engagements in 30+ countries during the past 7 years Gerd has addressed executive level audiences in the sectors of recorded music & music publishing, radio, TV, film/video and broadcasting, online gaming & virtual worlds, telecom & wireless, and advertising and branding.

His client list includes SonyBMG, RTL, ITV, the BBC, Deutsche Telekom, France Telecom, Orange, The Financial Times, DDB, the European Commission, NSN, Unisys, the NFL, UEFA, Ogilvy and many others. Gerd is a fellow of the Royal Society for the Arts (London), and resides in Basel, Switzerland.

Specialties

Keynotes, Presentations, Talks, TV Shows, Coaching, Think-Tanks, Events, Summits, Lecturing and Advising on: Future of Media, Next Generation Business Models, Digital Content, eBooks, Internet, Futurism, Social Media, Web2.0, Advertising and Marketing Futures, PR 2.0, Future of Radio &

Broadcasting, Attention Economy, Open Network Ecology, Digital Rights, Audience 2.0, Consumer Trends, Licensing, Crowd-Sourcing, Innovation, Leadership, eCommerce, Digital Music, Future of News, Entrepreneurship

Experience

CEO and Founder at The Futures Agency

April 2010 - Present (1 year)

The Futures Agency offers a wide variety of services to our clients, worldwide.

All engagements are headed up and supervised by Gerd Leonhard (Founder and CEO); Associates and other colleagues as well as guest speakers and advisors are added on a case-by-case basis, as schedules and budgets permit.

* Our main expertise is in think-tank events, workshops and Executive team seminars (4-7 hours i.e. 1 single day). These sessions are 100% customized for each client. and are generally geared towards companies that are looking to identify, fine-tune or co-create new business opportunities, manage radical change, deal with disruption, speed up innovation or otherwise face large and urgent strategic decisions that may require immediate action. These events are usually done with at least 2 or more Associates, and can be located wherever the client requires.

* Company retreats and Executive training events (2-3 days), usually with 3 or more Associates

* Keynote speeches, presentations, talks and interventions (30-120 minutes), often carried out by Gerd Leonhard but most Associates are available, upon request, as well

* CEO / Board of Directors - Coaching and Advisory sessions

* Advisory board participation

* Participation in panel discussions, round-tables, talk-shows, TV and radio broadcasts etc

3 recommendations available upon request

CEO at MediaFuturist.com

April 2003 - Present (8 years)

Watch the video of my July 2008 Google Tech Talk presentation here: <http://tinyurl.com/3w2xp7>

Media Futurist, Keynote Speaker, Author, Blogger <http://www.mediafuturist.com>

The WSJ calls Gerd 'one of the leading Media Futurists in the World'. Gerd's work focuses on the Future of Media, Content, Technology, Business, Marketing, Advertising, Branding, Communications and Culture; and he is considered a leading expert on topics such as Social Media, Web 2.0, UGC and Peer Production, Social Networking, Copyright Trends, Convergence, Mobile Entertainment, and new Advertising and Branding Strategies.

Gerd's keynotes and speeches keep him very busy, with over 70 engagements in 22 countries during the past 3 years. His clients include Nokia, SonyBMG, RTL, ITV, the BBC, France Telecom /

Orange, DDB, Omnicom, the European Commission, and many others.

52 recommendations available upon request

Author at "Music2.0" Book

September 2007 - December 2008 (1 year 4 months)

February 19 2008: My new book, "Music2.0" is finally available both as a 'real' printed product, as well as a 'pay what you want' - pdf. Music2.0 is kind of like a 'Best of Gerd Leonhard' compilation, 227 pages filled with the best blog posts and juiciest essays from the past 4 years, slightly remixed and tweaked, riffing on that good old subject of the next generation of the music industry. It describes what the next generation of music companies will look and feel like, and gets even deeper into some of my favorite buzz-phrases such as Music Like Water and the Flat Rate for Music, Feels Like Free (FLF), the Usator, Friction is Fiction, and the People Formerly Known As Consumers. Oooops, yes, sorry for the geek-speak! ;(

7 recommendations available upon request

Author at The End of Control Book

February 2007 - December 2008 (1 year 11 months)

The first 6 chapters of this book (Gerd's 3rd) were released for free downloading at www.endofcontrol.com in late 2007. Gerd recently changed the title to "Open is King - The Future of Media Beyond Control" and will publish the book as a paperback in late 2008. 'Open is King' will expand on the key topics introduced in Gerd's 2 music-centric books while elevating the debate out of the music realm and into media and 'content' at large. OiK addresses the single most important issue underlying many debates about the future of media: who controls what, why, when, and where, and how can digital content still generate revenues when most of the traditional ways of controlling its flow (i.e., distribution) are no longer available. The book argues that in the future, controlling distribution is replaced with earning, receiving, and maintaining ATTENTION; that in media's future friction is fiction; and that the "people formerly known as consumers" now literally run the show.

2 recommendations available upon request

CEO at Sonific

June 2005 - June 2008 (3 years 1 month)

Sonific was founded in July 2005, with the mission of making large catalogs of great music available for the many types of audio-visual usages on the Internet, both for private / non-commercial or promotional purposes, as well as for professional (B2B) users, and licensed products and services. Sonific's SongSpots™ service is our first B2C release, reflecting our philosophy that offering better tools for music discovery and providing new, free platforms of exposure is what will really sell music, going forward, and that the viral nature of the Internet is perfectly suited to help get the word out for new and established artists and their music. We also believe that many of today's 'digital natives' and 'peer-producers' want to personalize their web presences, customize the look and feel of their sites, integrate multimedia where they can, and will ultimately use the web as a fully interactive, 2-way, personalized, and therefore 'sonified' medium.

2 recommendations available upon request

Co-Author at "The Future of Music"

January 2005 - 2008 (3 years)

Some early praise for The Future of Music:

“Amid all the shouting and confusion, along comes The Future of Music, which in a calm and clear voice explains the essential issues roiling the music business today. Most importantly, this is written directly for musicians and their fans, rather than business people in the music industry. If you want to know what you're getting into as you develop your music career, and where music will be coming from in the future, you have to read this book.”

Gary Burton, Grammy-winning vibraphonist

I know of no other text that as beautifully and concisely presents the fundamental challenge that music now faces. This book is essential for anyone who wants to understand what is at stake in this debate."

-Lawrence Lessig, Professor of Law, Stanford University and founder of Creative Commons.

12 recommendations available upon request

Founder and CEO at ThinkAndLink

March 2003 - February 2006 (3 years)

I founded ThinkAndLink in March 2004, as a vehicle for my work with new ventures that seek financing and strategic partnership deals. ThinkAndlink.biz connects people, companies, and ideas.

11 recommendations available upon request

Chairman and Executive Producer at Popkomm Innovation in Music & Entertainment Awards

May 2004 - January 2006 (1 year 9 months)

IMEA, the annual #Innovation in Music and Entertainment Awards# is held annually at Popkomm in Berlin / Germany (2005 date is September 14). Popkomm is one of Europe#s leading Music, Media & Entertainment - Industry tradeshows and conferences; IMEA is a wholly-owned brand of Popkomm, and is created, chaired and produced by ThinkAndLink / AllAccessGroup. IMEA#s mission is to find, screen and present the best new business ideas, the brightest entrepreneurs and the hottest startups in the music-, media- and entertainment-technology sectors, worldwide, and provide a new platform for their global #coming-out#. www.popkommawards.com

2 recommendations available upon request

Founder & President at The Digital Marketing Organization

May 2003 - May 2005 (2 years 1 month)

The Digital Marketing Organization

Innovative solutions to marketing in a digital world

At the heart of each DMO mission is the 360-degree understanding of the client#s product and what

it does for the customers. With that background, we develop unique ideas of how to efficiently reach out to the target groups by combining online & interactive initiatives with innovative offline approaches. By devising powerful marketing campaigns that embody this online-offline connection we can achieve the maximum effect in the shortest amount of time, and with serious impact on the bottom line.

DMO#s team, led Gerd Leonhard (DMO#s Founder and President, see www.gerdleonhard.com) offers a unique understanding and years of experience of doing business online, and knows how to use the Internet and other new technologies to power winning concepts for online marketing. DMO has the ability to come up with marketing tactics that transcend the boundaries of traditional and interactive marketing.

5 recommendations available upon request

Vice President European Development at Musicrypt

December 2003 - September 2004 (10 months)

European expansion

5 recommendations available upon request

Founder and CEO at LicenseMusic.com Inc

January 1997 - May 2002 (5 years 5 months)

I was the Founder, President and CEO until May 2002. The company is now owned by a UK music licensing company. See www.gerdleonhard.com for more details...

12 recommendations available upon request

Languages

English

(Native or bilingual proficiency)

German

(Native or bilingual proficiency)

Publications

The Future of Music

Berklee Press July 12, 2005

Authors: Gerd Leonhard

From Publishers Weekly

In what could be one of the most provocative music books published this year, two innovators in music technology take a fascinating look at the impact of the digital revolution on the music business and predict "a future in which music will be like water: ubiquitous and free-flowing." Kusek and Leonhard foresee the disappearance of CDs and record stores as we know them in the next decade; consumers will have access to more products than ever, though, through a vast range of digital radio channels, person-to-person Internet file sharing and a host of subscription services. The authors are especially good at describing how the way current record companies operate - as both owners and distributors of music, with artists making less than executives - will also drastically change: individual CD sales, for example, will be replaced by "a very potent 'liquid' pricing system that incorporates subscriptions, bundles of various media types, multi-access deals, and added-value services." While the authors often shift from analysts into cheerleaders for the über-wired future they predict - "Let's replace inefficient content-protection schemes with effective means of sharing-control and superdistribution!" - their clearly written and groundbreaking book is the first major statement of what may be "the new digital reality" of the music business in the future. (Feb.)

Friction is Fiction - the future of business and media

Lulu Press January 1, 2009

Authors: Gerd Leonhard

Futurist and Thought-Leader Gerd Leonhard (www.mediafuturist.com) shares his thoughts on the Future of Content, Media and Business. 'Friction is Fiction' presents a constantly updated compilation of Gerd's best essays, writings and most popular blog posts. The central meme is that the Internet has completely disrupted the traditional notion of generating higher income by simply taking advantage of possible friction points and hurdles within transactions or business processes, i.e. by controlling the 'people formerly known as consumers'. The Future is all about winning the trust, and turning attention into revenues. This is the low-cost, black & white version of the book - if you want the full-color version please go to <http://gerd.fm/cmrfB1> You can download the PDF as well

Music 2.0 MOBILE

Gerd Leonhard January 1, 2008

Authors: Gerd Leonhard

this is the free mobile version of my music 2.0 book. This is Gerd Leonhard's 2nd book on the Future of the Music Industry. See http://www.mediafuturist.com/music20_book/ for more details. Music 2.0 is an inspiring and invigorating collection of Music & Media Futurist Gerd Leonhard's best essays and blog posts on the future of the music industry. The book continues and expands on

the ideas and models Gerd presented in his first book “The Future of Music” (co-written with Dave Kusek, published by Berklee Press in 2005) From his more than 1.000+ blog posts and over 20 long-form essays Gerd has selected the best essays on the key questions: what are the principles that will define the next iteration of the music business, and what will future success look like?

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This is Gerd Leonhard's 2nd book on the Future of the Music Industry. See http://www.mediafuturist.com/music20_book/ for more details. Music 2.0 is an inspiring and invigorating collection of Music & Media Futurist Gerd Leonhard's best essays and blog posts on the future of the music industry. The book continues and expands on the ideas and models Gerd presented in his first book “The Future of Music” (co-written with Dave Kusek, published by Berklee Press in 2005) From his more than 1.000+ blog posts and over 20 long-form essays Gerd has selected the best essays on the key questions: what are the principles that will define the next iteration of the music business, and what will future success look like?

Education

Berklee College of Music

Jazz Performance, Jazz, Guitar, 1986 - 1987

Activities and Societies: Guitar Composition Arranging Production

Honors and Awards

Berklee College Quincy Jones Jazz Masters Award 1985

RSA Fellow

Interests

Social media, copyright, e-commerce, web2.0, cultural industries and policy, future of marketing, branding, Pull vs Push, online networking, communities, attention economy, digital media, music, guitars, web economy, media2.0, good food, gadgets, cultural economics, future of media, futurism, futurists, advertising, TV2.0, Future of Telecom, creativity, technology, entrepreneurship, education, widgets, innovation, advertising, trends, censorship, IPR, Telco2.0, cultural policy, books, future of reading, software

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113 people have recommended Gerd

"Gerd, unsurprisingly, was one of the top rated speakers for the ICMA "Next Generation Classifieds" conference. A natural presenter, engaging the delegates and focusing the presentation on what is coming next for the classifieds industry. A superb keynote - thank you!"

— **Shay Klomp Bueters**, was Gerd's client

"Worked with Gerd on a recent conference in the U.S. He was a great partner and collaborator on social media. Very positive results on his presentation."

— **Veronica Samoulides**, was Gerd's client

"At a recent company day, in the keynote speech, Gerd did a great job of highlighting trends in our industry and gave us some interesting methods of making the most of the opportunity."

— **Rod Hyde**, was Gerd's client

"Gerd is an astonishing analyst of the world of online communications and social media matters. Especially web communication in cultural surroundings are pointedly illustrated in an outstanding way. His ideas are revealing, stimulating and motivating."

— **Dirk Steiner**, was Gerd's client

"Gerd is an ideas powerhouse! his knowledge of the web and all things digital is contagious. I enjoy catching up with Gerd, swapping notes and ideas and most of all I love his presentation, he keeps you on the edge of your seat with his off the wall concept and always leave you craving for more."

— **John Horsley**, was Gerd's client

"Need a mindshift in your company? Need to understand how future markets will influence the telco industry?...you need to talk to Gerd Leonhard. He held a very inspiring Key Note Speak and the audience got the message. 5 stars for Gerd Thanks!"

— **Jens Pape**, *Vice President Online, Telefónica o2 Germany GmbH & Co. OHG*, was with another company when working with Gerd at MediaFuturist.com

"Gerd Leonhard was a keynoter at medienforum.nrw this June in Cologne (www.medienforum.nrw.de). His presentations were excellent, his knowledge is inspiring, his appearance on stage fabulous. His participation was a highlight of our congress and we'll surely ask him again for keynotes on the future of media. It was a pleasure working with him!!"

— **Gernot Gehrke**, was Gerd's client

"We hired Gerd as the keynote speaker for our Future of Digital Marketing event in London, 16 June, 2010. Our audience is pretty demanding but the feedback on his presentation has been consistently excellent and Gerd was a pleasure to work with."

— **Ashley Friedlein**, was Gerd's client

"I have been working closely together with Gerd during an ecommerce conference at Google in Zürich. He was the opening key note speaker and did an amazing job. Gerd is a truly inspiring and visionary thought leader with an exceptional expertise in the global e-commerce industry. His unique rhetoric skills in combination with the amazing presentation was clearly one of the highlights of the conference."

— **Fredrik Keerberg**, *Industry Manager, Retail, Google*, was with another company when working with Gerd at MediaFuturist.com

"Gerd has given excellent speeches to both our Board of Directors and at our major industry conferehnce to over 3000 delegates. His energy, wit, knowledge and contacts make him an ideal consultant for anyone looking to understand the future of web based services and markets. He has a unique insight into the mix of economic, market and technological factors and I would stronly recommend him to anyone making investments or defining strategy in the 'Tele-Media' market."

— **Keith Willetts**, was Gerd's client

"Gerd Leonhard has opened our mind to the real new media. He engaged in our business and discussed plenty of ideas how to deal with the future in context to our products and services. Gerd Leonhard has the ability to talk about a very complex topic in understandable way; especially important for professionals witch are not so close to digital media. Gerd Leonhard has given us a good overview to the very relevant theme digital media and the challenge to deal with it in an economic way."

— **Jennifer Smits**, *Assistenz CEO, Betty Bossi Verlag AG*, was with another company when working with Gerd at MediaFuturist.com

"Gerd delivered a vibrant, insightful and intelligent keynote speech at the Guardian's 2010 Changing Media Summit which was a highlight in a day packed full of great speeches delivered by great speakers. Gerd has a clear view of what future faces the media industries and delivers this view with panaché."

— **Robin Hough**, *Media Events Producer, MediaGuardian*, was with another company when working with Gerd at MediaFuturist.com

"Gerd, I would like to public thank you for the great lecture on Futurism that you made on Mobile Monday São Paulo. You gave us all great enlightenment. The impact in my projects at work were very good since we changed some directions of what we were doing here. I hope I can see more of your speeches and lectures again, my friend! Thank you very much!"

— **Fernando SC Dias**, was Gerd's client

"Gerd presented at a New Year seminar for our media clients and contacts. He presented with great insight, energy and humour. If you want a thought-provoking session on where media is heading, I thoroughly recommend Gerd."

— **Richard Chapman**, was Gerd's client

""We had the great privilege to have Mr. Gerd Leonhard give the closing keynote speech at this year's Brazil Music Conference. The audience was most captivated by the engaging and challenging content delivered by Mr Leonhard. His wit, knowledge and masterful speech made instant fans within our Conference participants. A must presence in any music gathering conference anywhere!""

— **Luciana Camargo**, was Gerd's client

"I would highlight Gerd's excellence, his effort to consider all the insights connected and his leadership in conveying a vision and making the arguments that sustain it. I will not forget in a long time his debate with Jacques Toubon, impressive. Gerd is an excellent reference for understanding the paradigm shift that digital contents mean"

— **Carlos Sanchez**, was Gerd's client

"Gerd is an accomplished presenter who can stimulate any audience interested in media/telco/internet-related issues. He's very engaging and entertaining and can liven up any event, with lots of new stats and creative ways of presenting them."

— **Simon Torrance**, *CEO, STL Partners/Telco 2.0*, was with another company when working with Gerd at MediaFuturist.com

"Gerd was one of the Keynote Speakers of PICNIC '09 in Amsterdam (www.picnicnetwork.org) and he delivered an inspiring (and practical) presentation on the future of social media, exploring the changing landscape of consumer communications and the radical impact of Social Media on big and small businesses alike. He's also been fully open to interaction with the attendees and a great resource to the promotion of the event throughout his vast network of contacts."

— **Gianfranco Chicco**, was Gerd's client

"Gerd is a whip-smart, top class and professional conference speaker who adds significant value in his area of expertise. His presentations are crafted, personalised and thought-provoking; touching each audience member and forcing them to confront their own attitudes to the future. Book him for your next corporate event."

— **Michael Jackson**, *Professional Speaker, theothermichaeljackson.com*, was with another company when working with Gerd at MediaFuturist.com

"Gerd's thought-provoking presentation was the highest rated keynote session at our conference. He incorporated feedback from our planning calls and customized a program that was meaningful and relevant to our audience. I am pleased to offer a personal endorsement of his work."

— **Amber Crowell Kelleher**, was Gerd's client

"Gerd brings a lot of inspiration, energy, insightful thinking and a great amount of experience into businesses that operate in today's challenging and complex digital landscape. The only time he isn't online is when he is on a plane (but that will probably change soon too). He is a rare breed that lives and breaths (web)technology and manoeuvres comfortably in the ever changing world of social media."

— **Jeroen Matser**, *Strategy Director, Tribal DDB London*, was with another company when working with Gerd at MediaFuturist.com

"Gerd rocks Media. Not only being a hot shot at my event as a once-in-a-lifetime experience, I look forward to working with him in the future. All the best, a new fan..."

— **Markus Nigl**, was Gerd's client

"I hired Gerd as a keynote speaker for an event in Canary Wharf called Creative Capital. Gerd was also kind enough to join us as a participant on a two day lab/sandpit exploring the digital independent music ecology. As always Gerd delivered a fantastic presentation setting the context for the event. If you are looking at the future of media in any shape or form, you need Gerd. Uber professional, on the money, team player and good fun to have on board!!!"

— **Andre Ktori**, was Gerd's client

"Gerds "Leaders' Lecture" at www.ecom-berlin.de was so well received, that many stayed for a sequel to the end of the conference. And still asked for more. Concise, sharp, thoughtful and witty, his presentations make you want to start shaping your company's future strategy right the minute Gerd stops talking (although you would not want him to stop at all...). Gerd - this was awesome!"

— **Martin Gross-Albenhausen**, *Editor in Chief, FID Verlag GmbH*, was with another company

when working with Gerd at MediaFuturist.com

"Gerd is a great speaker and has a lot of visionary ideas to share. I would call him a true web and media expert who analyzes trends and their future impact. His works are very enjoyable reads and full of interesting information. Above all Gerd is a very fun person to work and spend time with."

— **Omid Ashtari**, *Strategic Partnership Development Associate, Google*, was with another company when working with Gerd at MediaFuturist.com

"as Futurist Gerd Gives as a out of the box ideas how Telco's should be run on this Broadband Culture"

— **Saiful Hidayat**, was Gerd's client

"Gerd conducted a very engaging keynote session at Luxury Interactive 2009 in London. In a playful yet insightful way, he shared his futurist insights how luxury brands - who tend to be tightly controlled - can thrive on the Internet - the embodiment of chaos - in a world where social networking and m-commerce rule. He's the kind of speaker and advisor that gives people something relevant and eye-opening to talk about."

— **Carina Kuhl**, was Gerd's client

"Gerd, you've been fabulous and have stand out among other great speakers like Chris Anderson or Nikesh Arora. It was hard to fill 2000 seats in Madrid's Cityhall Palace but you did it! Felipe San Juan CEO Saatchi & Saatchi Spain"

— **Felipe San Juan**, was Gerd's client

"Gerd has an outstanding grasp of the future of content."

— **Lee S Dryburgh**, was Gerd's client

"We invited Gerd to come speak at Plugg 2009, and he amazed us and the entire audience with an excellent visionary tale about the future of media. Outstanding speaker, very knowledgeable guy, and nice to boot!"

— **Robin Wauters**, *Organizer, Plugg (Conference)*, was with another company when working with Gerd at MediaFuturist.com

"Entrepreneurial experience applied to creative intellect makes it for ideas and concepts to emerge as tangible. A meeting, or creativity session with Gerd Leonhard will enable you to tap clearly into the future and arm your organization for concerted action. Participating with Gerd at the eTourism-Forum was an invitation to jump without hesitation into the exponential times we live in without doubts."

— **patrickdh heuchenne**, *Organiser, eTourism Forum*, worked directly with Gerd at MediaFuturist.com

"Gerd is a valued industry colleague, as well as a great speaker on the future vision of media and Web 2.0 topics. He has a broad vision and makes one think and understand the deeper issues easily and clearly. This explains why he is high in demand by media companies for internal executive seminars as well as for keynoting at visionary conferences. He recently spoke at the MIPCOM Social Media Track I chaired, and his was the best speech during the whole MIPCOM Conf week! I truly enjoy listening to Gerd's visions on future business models, role of advertisers, and widgetisation of media. Gerd is also great to work and brainstorm with as he is very helpful, responsive and resourceful and a fun industry colleague to be with! Thanks Gerd! Ferhan Cook Any Screen Productions Ltd."

— **Ferhan Cook**, *Senior Conference Designer & Executive Producer, Reed Midem, TV Division*, was with another company when working with Gerd at MediaFuturist.com

"Gerd Leonhard kept the audience mesmerised with examples of how Web 2.0 was changing the way in which we interact with audiences, whatever our business, and how to harness the power of the Internet to reach them. One of the concepts he preaches is that for any business to truly espouse the value of internet communications, it has to relinquish control of how its brand or products engage the 'people formerly known as consumers'. He spoke about user-generated content, pull versus push media, new business models for digital content, the culture of participation in media, copyright versus usage right, and the consequences of mass media becoming personal media. The event was attended by CEOs, entrepreneurs, the media and advertisers. The Futurists were sponsored by Rostant Advertising DDB, Guardian Holdings, The Copyright Organisation of Trinidad and Tobago, First Citizens and Media 21. In addition to the public presentation, Gerd also found the time to make three customised presentations which focused on Caribbean/financial perspectives, marketing and pr, and copyright and the future of music in a YouTube world. He dispensed advice freely to any who sought it for their businesses, and there were quite a few of us! He did not manage to see any beaches, but did spend one night sampling a typical calypso tent scene. Despite working him to the bone, Gerd is open to returning to the Caribbean, if not Trinidad and Tobago, and this is what we are working on now."

— **Lorraine Rostant**, was Gerd's client

"I'd been following Gerd's work for three years, and when he joined the Chinwag Live: Micro Media Maze panel I ran on May 20th 2008 (<http://snipurl.com/3qat5>) he was on sterling form. Citing numerous key examples and providing potent analogies, he conveyed the issues to the audience in simultaneously analytical and concrete terms. A entrepreneurial talent and a nimble, razor-sharp mind."

— **Deirdre Molloy**, *Editor & Programme Manager, Chinwag*, was with another company when working with Gerd at MediaFuturist.com

"We hired Gerd as speaker for our OMD Germany Future / Client Day, May 29, 2008. He talked about the future of advertising and media. The performance couldn't have been better. The feedback of our guests was great. Gerd perfectly combined his knowledge and expertise with his unique talent to inspire and entertain the audience. The up front coordination went perfect. Feedback on question never took longer than a few hours. He is always looking for conversations and takes as much time as needed. The presentation he held was a tailor-made compilation for our audience. All in all it is very obvious that he has a huge passion for what he is doing. If you need a speaker you have to talk to Gerd!"

— **Boris Cieslar**, was Gerd's client

"Gerd came and gave a very stimulating talk to the Masters students on my Music Innovation & Technology course in central London. It set the agenda for the forthcoming semester."

— **Jay Barbour**, was Gerd's client

"Gerd organised a think-tank for us and was effective in summarising the macro-level changes going on in digital media and content distribution. He also understood implicitly the business imperatives faced by a telco and tailored the event to our needs, researching thoroughly in advance. He combines deep insight with simple explanations and analogies, bringing humour and simplicity to aid understanding of often weighty issues."

— **Dominic Pride**, was Gerd's client

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— **Karen Low**, was Gerd's client

"Gerd is a visionary that fully understand the quality of execution thta it takes to bring the future into today's life."

— **François DULIEGE**, *Partner, Galileo Partners*, was with another company when working with Gerd at MediaFuturist.com

"I have known Gerd for many years when digital media was still in its infancy. He always had great insight and vision in the industry and is one of the true pioneers."

— **scott cohen**, *Founder and Vice President International, The Orchard*, was with another company when working with Gerd at MediaFuturist.com

"With the music and broadcast industries intent on digging in their heels to stem the tide of progress, maintain business as usual and the unsustainable "status quo", Gerd Leonhard's fresh, innovative and future oriented thinking is one of the few optimistic lights sign- posting the way forward."

— **Arthur Bernstein**, *SENIOR LECTURER, LIVERPOOL INSTITUTE FOR PERFORMING ARTS*, was with another company when working with Gerd at MediaFuturist.com

"Gerd is as good as it gets. Anyone who's working with digital media should look to Gerd for advice, direction, a glimpse of the future and hard work befitting a multinational enterprise or a start-up in a garage. Gerd is terrific, my highest recommendation."

— **Jim Griffin**, *Owner, OneHouse LLC*, was with another company when working with Gerd at MediaFuturist.com

"We engaged Gerd to make the key note address at the AGM of our trade association - Music Publishers Association Ltd (10 July 2007). The theme was the past present and future of music publishing - Gerd's presentation was challenging, exciting, engaging, thought provoking and was extremely well received. I was very impressed by the quality of the preparation and the coruscating powerpoint presentation."

— **Stephen Navin**, was Gerd's client

"Gerd is, without doubt, one of the digital media industry's great thinkers and linkers. One can infer a great deal from the fact that Gerd is regularly cited by key figures in the business as justification for their own arguments. Not only does Gerd have an astonishing skill for monitoring all that is happening in the digital space, seemingly ahead of real time, but he manages to distill all that knowledge into a philosophy and wisdom of his own, which is evidenced in his books and on his blog. But the best bit is that it's not all talk: Gerd has been through it, created start-ups, fought through the lean times and come back on top with brand new, cutting-edge, entrepreneurial businesses. All in all, I'm rather jealous."

— **Toby Lewis (toby@MusicAlly.com)**, *Director, Music Ally, Ltd*, was with another company when working with Gerd at MediaFuturist.com

"I read 'The Future Of Music' some years ago. I rated it highly! Gerd saw the macro music industry issues long before many others. Margot Daly Music Choice"

— **Margot Daly**, was Gerd's client

"I've worked with Gerd on a few occasions now and each time have found it a great experience. His level of knowledge, style of delivery and focus on our particular needs was excellent. Highly recommended."

— **Bruce Robertson**, was Gerd's client

"Gerd's knowledge of the industry is second to none. We were able to secure deals and open doors in much easier fashion. One of the nicest and easiest people to work with."

— **Wojtek Hoch**, *Vice President Technology, Musicrypt inc*, worked directly with Gerd at MediaFuturist.com

"Gerd is a visionary, an optimist and an entrepreneur. He looks into the future of the music business and sees nothing but opportunity!"

— **Stephen Hill**, *Producer and President, Hearts of Space Inc.*, was with another company when working with Gerd at MediaFuturist.com

"Gerd is a media culture weather vane - helping all of us see where the winds are blowing and which ones are most impactful on our careers and companies."

— **Peter Spellman**, *Director of Career Development, Berklee College of Music*, worked directly with Gerd at MusicFuturist.com

"Gerds presentation at Denmark music business convention SPOT was a highlights of the programme. He managed to convey his vision of the future of the music business in a both entertaining and highly professional manner. His vision is not shared by everyone but both those in agreement with his vision and those not quite won-over agreed that the presentaion made for great further discussions."

— **Mikael Hojris**, *Music Business Consultant, Danish Musicians' Union*, was Gerd's client

"Gerd is one of the few people that "gets it!" He has a correct a clear vision of where the entertainment business is going. Evry month there's an important development in the industry that validates his appraoch and pedictions. Paul Hoffert"

— **Paul Hoffert**, *VP, Hoffert Communications Corp.*, was with another company when working with Gerd at MusicFuturist.com

"I recommend Gerd and his challenging ideas on the future of entertainment and media. He was outstanding at a recent seminar organised for independent music companies assessing their business strategies."

— **Philippe Kern**, worked with Gerd at MusicFuturist.com

""We had a great meeting and Think-Tank workshop for one of our investments, www.Digimpro.com. We got exactly what we wanted and more. Gerd was prepared, professional and really knew his stuff, plus he's helpful, energetic and fun!" ///Andreas Kemi"

— **Andreas Kemi**, was Gerd's client

"Gerd is what I usually call extra-audionary. He is the man with a sharp sense for the future of music. Felix Bopp, CEO, Club of Amsterdam"

— **Felix Bopp**, was with another company when working with Gerd at MusicFuturist.com

"Gerd is the fixed and mobile music futurist you should know and get in touch with. He is extremely well connected and always willing to fit you into his busy schedule. We definitely need to spend more time to visioning the mobile music future together."

— **Jan Michael Hess**, was with another company when working with Gerd at MusicFuturist.com

"I highly recommend Gerd Leonhard's new book, "Music 2.0," to anyone involved in the music industry, or in media & entertainment in general. Having read and enjoyed Gerd's previous book, "The Future of Music," and having been an avid follower of Gerd's blog and other writings, I was eagerly looking forward to "Music 2.0." I was not disappointed! In a collection of his essays dating back over the past four-plus years, Gerd demonstrates time and again his unique abilities as both a keen and insightful observer of the present and uncanny predictor of the future. As Gerd makes clear, the future of music is bright, indeed... but it will belong not to the traditionalists, but instead to those willing to think -- and act -- differently. If you want to participate, you need to read "Music 2.0.""

— **Woody Armstrong**, *Director of Strategy & Business Development, United For Opportunity, Inc.*, was with another company when working with Gerd at "Music2.0" Book

"I was really looking forward to read Gerd's Music 2.0 as his "Future of Music" book has been really inspiring for me during the last 3 years. "Music 2.0" is even better and I'm really convinced that in 3/5 years we will all be saying : Yes , Gerd was right. A must read if you want to work in the music business"

— **Andrea Rosi**, *COO, Vitaminic SPA*, was with another company when working with Gerd at "Music2.0" Book

"Gerd is terrific. He served on the NFL's special innovator focus group for Turnkey Sports, and provided amazing insights and led the conversation in places we never expected. He's someone who draws creativity from everyone around him."

— **David Stys**, *Project Director, Turnkey Sports & Entertainment*, was with another company when working with Gerd at "Music2.0" Book

"I have watched Gerd talking at conferences a number of times and been following his blog(s) for a long time but finally I have his main ideas in one book as oppose to having to look around in different places on the web. A great read!"

— **Jonas Woost**, *Head of Music, Last.fm*, was with another company when working with Gerd at "Music2.0" Book

"This collection of thoughts by Gerd gives a clear vision of where the music and content industry

should go: (open std & interoperability)+social networking = more revenues."

— **Fernando Mantovani**, *Manager of Content Relations, Sony Network Services, Salzburg, Austria*, was with another company when working with Gerd at "Music2.0" Book

"As a fellow digital music advisor/veteran myself, and a collaborator with Gerd, I can wholeheartedly say that his Music 2.0 book is a 'must-read' for those who operate in the trenches of the digital music world. His insights and ideas are well worth reviewing if you're in search of a roadmap to navigate what comes next in this dynamic space. Highly recommended!"

— **Kelli Richards**, *President & CEO, The All Access Group*, worked directly with Gerd at "Music2.0" Book

"I had the privilege to read Gerd's book a bit in advance of the official release and I can say I was stricken by his vision, which I largely share. If you want to have an idea of what might happen in the Music business area, I strongly advise you to read "Music 2.0" !"

— **Gilles Babinet**, *Co-founder and non ex. Advisor, mxp4*, was with another company when working with Gerd at "Music2.0" Book

"Gerd is one of my best sources of ideas and lights in my thinking about the future of music & media industries"

— **Philippe Astor**, *freelance, Musique Info Hebdo, ZDNet.fr, News.fr*, was with another company when working with Gerd at Open is King - The Future of Media Beyond Control

"Gerd has been a contributor on the Board of Advisors for Yangaroo Inc. for years and we value his insightful grasp of the factors driving the Music industry. His ability to synthesize the disparate elements of an industry in the midst of a sea change is invaluable to us. It is a key element in maintaining our business focus."

— **Garry Wallace**(garrywal@gmail.com), *SVP Sales & Marketing, Yangaroo Inc.*, worked directly with Gerd at EndOfControl

"Gerd is one of the most active and visionair people i know related to future media. He feels the heartbeat of future media."

— **Marc Van Steyvoort**, *Founder, Apella NV*, was with another company when working with Gerd at Sonific

"smarter than the average cat"

— **Martin Goldschmidt**, *Owner, cooking vinyl*, was with another company when working with Gerd at Sonific

"Gerd came highly recommended by the speakers at our Brevard Conference on Music

Entrepreneurship, and was one of our keynote speakers at our premier conference in 2006 at the Brevard Music Center in North Carolina. His presentation was outstanding, and provided great, thought provoking insights to the attendees, of which he received rave reviews. We hope to have him back again in 2007!"

— **Michael Drapkin**, was Gerd's client

"Gerd appeared at Musiikki&Media seminar in Finland (oct2006) and totally ruled. I have never received as much positive feedback from the audience, everyone (including) me just loved Gerd's easy to understand presentation and his personal, warm style. We'll do this again..."

— **Kimmo Pekari**, was Gerd's client

"Read Gerd's book, and follow his advices. It's essential. Either if you are seasoned or new in the biz. Your best chance to survive the music business "jungle". Gerd is a great connector, networker, a fantastic person with a constant flood of top ideas."

— **Wim Reijnen**, was with another company when working with Gerd at "The Future of Music"

"Gerd has a clear view of a workable "Future of Music". I believe time will show him to have been one of the clearest and most relevant voices in the age of the evolution of digital music."

— **Paul Dale**, was with another company when working with Gerd at "The Future of Music"

"The book that Gerd wrote changed my outlook on music, the industry and how I could help it all out. He has written THE must read book for anyone with a passion for music."

— **C.C. Chapman**, was Gerd's client

"Gerd's a 'top bloke' and a real genius - if only the music i industry would listen to people like him, everyone in it would be much wealthier and happier than they are, and the public would have vaastly more to listen to."

— **Nick Ashton-Hart**, worked directly with Gerd at "The Future of Music"

"A friend, a visionary an enterpreneur that has been in the business of digital music since its beginning."

— **Gianluca Dettori**, was with another company when working with Gerd at "The Future of Music"

"Gerd is the one guy who knows everything and everyone worth knowing in digital music. Connect with Gerd and you've connected with the whole industry."

— **John Beezer**, was with another company when working with Gerd at "The Future of Music"

"There are three letters setting Gerd apart from his colleagues: Gerd is THE music futurist!"

— **Felix Bopp**, was with another company when working with Gerd at "The Future of Music"

"I know of no other source that provides such a critical, yet constructive, analysis of the music business. Examining the flaws is easy to do. Presenting a workable, future view is very hard to do. This book accomplishes both and is a must-read for experienced professionals as well as novices to the music industry."

— **Steven Corn**, reported to Gerd at "The Future of Music"

"Most people just 'see'. Gerd has vision. This is evident in his book and in every interaction with him. Gerd's insightfulness is perhaps only bested by his perspective. His views are delphic in the oracularity and crystal in their clarity. Gerd is a visionary who can execute, and a pioneer who never loses sight of the big picture."

— **V S**, was with another company when working with Gerd at "The Future of Music"

"Gerd is brilliant at getting the context right, in a world that is overflowing with a variety of content. His views on the future of copyright, music & film distribution and the media in general always open eyes and ears. Sign him up for your conference and you'll definitely get a wealth of ideas! Check out the book too. Jonathan Marks, Insultant to the Broadcast Industry, Amsterdam"

— **Jonathan Marks**, was with another company when working with Gerd at "The Future of Music"

"We worked closely with Gerd and explored strategies for building a best of breed digitally based independent record label. His insights, combined with his data and knowledge of the music business was extraordinary and very helpful. I would highly recommend Gerd and his work to anyone interested in competing in the music and entertainment industries of the future."

— **Stephen Klein**, was Gerd's client

"Our work at Polyphonic HMI with Gerd has been very positive. His ability to gain clarity and provide insights became immediately apparent and surpassed our expectations."

— **Mike McCready**, was Gerd's client

"Gerd is someone you want to have on your side. He is extremely smart and hard working and knows the digital music space as well as anyone. Gerd did a great job helping to create marketing and product strategies for us at Berklee. First rate consultant!"

— **Dave Kusek**, managed Gerd at ThinkAndLink

"Gerd is a great man to work with, and has a deep understanding and insight into all things media...most importantly his business network is very useful for any media business looking for

financing and partnerships!"

— **Ashley John Heather**, was with another company when working with Gerd at ThinkAndLink

"For the past five years, Gerd has remained a ubiquitous force in the colliding worlds of media and technology. Equal parts evangelist, techno-phile, and shrewd negotiator, Gerd's knowledge of every aspect of the business and those shaping its future makes him the perfect resource for anyone seeking partnership opportunities."

— **Steve Griesemer**, *Attorney, Lewis & Kappes*, reported to Gerd at ThinkAndLink

"visionary, industry radical, robust, believes in making a difference and the coolest German I know"

— **Raf Ali**, *CTO, mSolidAir*, worked with Gerd at ThinkAndLink

"I have worked with Gerd since his days as founder of LicenseMusic.com. He is one of the most creative and innovative people I know. He brings an infectious level of excitement and energy to all the projects he is involved in. - Joel Fisch, Intel Capital"

— **Joel Fisch**, was a consultant or contractor to Gerd at ThinkAndLink

"Working with Gerd has proven to be highly rewarding; his expertise in the digital music arena is profound, and his day-to-day work style a joy to engage with. I'm very thankful to have him as a business partner and collaborator. It's both a privilege and an honor."

— **Kelli Richards**, was with another company when working with Gerd at ThinkAndLink

"Gerd and I met in 2003 and I feel lucky to have got to know a fellow entrepreneurial spirit also located in NW Switzerland with whom I can discuss innovation and opportunities deploying virtual community, communications and social software approaches. There is a multiplier factor incubating there for future business!"

— **Barry Hardy**, was with another company when working with Gerd at ThinkAndLink

"Gerd Leonard is turbocharged for innovation! He's a fountain of new ideas and clear thinking about the future."

— **Stephen Hill**, was Gerd's client

"Gerd is a true professional, few understand the digital media technology space as well as he does"

— **Michael Downing**, was with another company when working with Gerd at ThinkAndLink

"Gerd is a digital music industry super-hero, having the vision, skills, and relationships needed to organize a fantastic event at Popkomm this year."

— **David Pakman**, worked directly with Gerd at Popkomm Innovation in Music & Entertainment Awards

"The Popkomm event is destined to become one of the most important events focused on the intersection of media, technology and entertainment, a uniquely diverse and dynamic group of participants made this year's event a not-to-miss spectacle."

— **Michael Downing**, was with another company when working with Gerd at Popkomm Innovation in Music & Entertainment Awards

"Saw Gerd perform at a session of the "Club of Amsterdam" in late November 2003. He stole the show, mixing relevant personal experiences with some lively reality checks on the industry. Gerd was topical, funny and relevant. At last someone who has not got lost in the 4th medium - Powerpoint. Highly recommended!"

— **Jonathan Marks**, was with another company when working with Gerd at The Digital Marketing Organization

"Gerd has thought very deeply about the issues involved in digital property management. He has first hand experience trying to balance the publisher/writer/artist/label issues in this complicated new world. Gerd is a very serious guy."

— **Martin Tobias**, was a consultant or contractor to Gerd at The Digital Marketing Organization

"Gerd Leonhard knows the media/entertainment space better than almost anyone I know. Better yet, he knows where it's going. So, if you want to be ahead of a curve that you may not even know that you're on, I highly recommend Gerd for his forward thinking, his integrity, and his commitment to serving his clients. --John Schuch, Assistant Professor, Music Industry Studies, University of Memphis"

— **John Schuch**, was with another company when working with Gerd at The Digital Marketing Organization

"Gerd is truly an innovative thinker. He's one of the brightest people that I've met. It was not only a pleasure to work for him. I also learned a hell of a lot about the dot-com and the start-up worlds."

— **Steven Corn**, reported to Gerd at The Digital Marketing Organization

"Gerd is an excellent guy and he knows the online space inside and out. He also seems to know more people than should be humanly capable!"

— **Thomas V. Ryan**, was with another company when working with Gerd at The Digital Marketing Organization

"Absolute goldmine of ideas, great intercontinental endurance, very cool insight into music biz as it

really is and will be. Inspiration to many entrepreneurs."

— **Wojtek Hoch**, *Vice President Technology, Musicrypt inc*, worked with Gerd at Musicrypt

"Planning a move in the music/entertainment space? Need guidance and contacts? Gerd is your man! Don't think you need him? Sorry, but you are horribly wrong!"

— **Gunnar Östergren**, was with another company when working with Gerd at Musicrypt

"Gerd Gets It. Gerd is indefatigable. Gerd knows every single person you need to know in the music business, and has done deals with most of them. Gerd understands the new technologies. Gerd understands the difficult (and sometimes intractable) business issues. If you really want to know what's going to happen, talk to Gerd. What more is there really to say?"

— **Steven Masur**, was a consultant or contractor to Gerd at Musicrypt

"Gerd is one of the most informed and clear thinking consultants in the field of online music licensing and distribution. I have had the good fortune to work with him and recommend him most highly."

— **Paul Hoffert**, was with another company when working with Gerd at Musicrypt

"Gerd understands the combination of technology & music like very few, and has kept a positive outlook on that potential. He's also a great business coach!"

— **Nico Köpke**, was with another company when working with Gerd at Musicrypt

"I first met Gerd through a licensing deal when he was at LicenseMusic.com. He has always been ahead of the curve and interested in where our industry is headed, especially in the realm of internet and web music usage. I have had the pleasure of working with Gerd again during his Sonific venture and follow his writing frequently. He is always a great person to work with and full of new ideas."

— **Catherine Bogin**, *General Manager, JRT Music*, was with another company when working with Gerd at LicenseMusic.com Inc

"Boy oh boy! Every time I think of Gerd Leonhard, I remember the first time we met. We had lunch at the Oyster Bar at Grand Central Station in New York back in the late 90s. He had just started LicenseMusic.com and had what, maybe one or two employees? I operated my Music and Sound Effects Library and our meeting was a perfect fit and the beginning of a wonderful friendship as they said in "Casablanca". He knew the music business and more importantly, he knew the FUTURE of the music business. Gerd is the "go-to" man for the next generation of music and music delivery. Just a great experience in my life to know him. Tom Valentino"

— **Thomas J. Valentino**, *President, Valentino Music Library*, was with another company when

working with Gerd at LicenseMusic.com Inc

"Gerd is an incredibly creative and high energy entrepreneur with deep knowledge of the music business and emerging trends for the industry. He has an excellent ability to articulate his vision and bring together people who share his vision to make things happen. He is also very smart and absorbs and applies an amazing amount of new knowledge quickly and effectively. He is a good business leader, works tenaciously to meet his objectives, and is an overall great guy to work with! Working with Gerd was one of my best business experiences and I would welcome a chance to work with him again."

— **Frank Sabella**, *Chief Financial Officer, Licensemusic.com*, reported to Gerd at LicenseMusic.com Inc

"Gerd brought me from the traditional music industry over to the Internet and the new music thought paradigm. It goes without saying that Gerd continues to be at the forefront of this expanding space, as and as a result of his vision, I continue to look forward."

— **Ken E.**, *Sr. Dir Catalog & Repertoire, LicenseMusic.com*, reported to Gerd at LicenseMusic.com Inc

"Gerd's been on my radar since the days of LicenseMusic - and it's not a surprise that LicenseMusic was ahead of its time, because Gerd is always several internet years ahead of the pack. Mr. Leonhard's past is your future and the best bet you have short of a crystal ball."

— **Toby Lewis (toby@MusicAlly.com)**, *Director, Music Ally, Ltd*, was with another company when working with Gerd at LicenseMusic.com Inc

"A visionary entrepreneur, a virtual geiser of energy, ideas and insight, Gerd is one of the guiding lights in the exploding field od online media. A frenetic pleasure to work with."

— **Jack Wolosewicz**, *CTO and Co-founder, Licensemusic.com*, reported to Gerd at LicenseMusic.com Inc

"Gerd pulled together a business from scratch, attracted investors, built infrastructure, and acheived success in an enormously difficult time. He is tenacious, effective and practical."

— **Marc Jacobson**, was with another company when working with Gerd at LicenseMusic.com Inc

"Gerd was an excellent CEO who inspired loyalty and hard work. I learned a lot from him and greatly value the opportunity to work with him."

— **Steven Corn**, *EVP, LicenseMusic.com*, reported to Gerd at LicenseMusic.com Inc

"Gerd has consistently been a consistent visionary in the digital rights and digital music space."

— **Adam Sexton**, was with another company when working with Gerd at LicenseMusic.com Inc

"I worked alongside Gerd through the ups and downs of LicenseMusic.com; a great idea that was ahead of its time. He is wonderfully creative and has an indomitable entrepreneurial spirit."

— **Joel Fisch**, was a consultant or contractor to Gerd at LicenseMusic.com Inc

"I met Gerd when at LicenseMusic.com in San Francisco and invited him to speak at Interactive Publishing/Content Summit 2001. He provided strong and clear opinions on the future of the music business and was a great addition to the summit."

— **Norbert Specker**, was Gerd's client

"Gerd is one of the hardest workers I have ever met. The sheer amount of distance that he covers is astonishing. His ideas are solid and you can rely on him."

— **Dave Kusek**, was Gerd's client

[Contact Gerd on LinkedIn](#)